

TRADE
DEVELOPMENT
ALLIANCE
of
GREATER
SEATTLE

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Drinks for Everyone! *Specialty Beverage Sector is Big in Washington State*

Thirsty? How about a hot cup of coffee? Or perhaps a glass of wine to complement your dinner? Or maybe a craft beer as you catch up with friends? How about a tall glass of pure Washington apple juice or a refreshing bottle of Blue Bubble Gum soda? Or maybe the bracing simplicity of a bottle of natural spring water? Whatever your thirst, Washington State is the place to quench it.

As the epicenter of the coffee craze, Seattle is well-known around the world for its high-quality coffee brands, namely Starbucks, Seattle's Best and Tully's. But the state produces much more than double-tall lattes and iced mochas. Washington is the second largest producer of fine wines in the United States and produces

The Trade Alliance is moving offices Dec. 12. We're moving up--one floor. So, next time you send us a letter, address it:

1301 Fifth Avenue, Suite 2500
Seattle, WA 98101

Lessons from the Celtic Tiger *Mision to Ireland*

Earlier this fall, a delegation led by Trade Alliance Chair **David Tang** and Snohomish County Executive and Trade Alliance Secretary, **Bob Drewel**, traveled to Dublin, Belfast, Lisburn, and Derry for a week-long business mission. This was followed by a sister city visit to Galway led by Seattle City Councilmember **Jan Drago**. The mission provided opportunities to connect with counterparts in these important markets, promote Greater Seattle and Washington State, and follow up on our earlier visits to Northern Ireland.

Ireland is an important business partner for our region, as the purchaser of \$586 million in Washington State goods in 2001. We share common interests in the success of Microsoft and Boeing customer Ryanair. The delegation visited the Microsoft office in Dublin which has 1,600 employees. In Dublin, the delegation also met with the Dublin Chamber of Commerce, Department of Communications, Marine & Natural Resources, Department of Foreign Affairs, Trinity College Dublin, City of Dublin,

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Beverage, continued from page 1

approximately 20% of the world's total output of hops, the main ingredient used in making beer. In addition, the state is home to juice and bottled water companies, soft drink makers, and dairy cooperatives that produce flavored milk beverages.

Coffee

The green mermaid logo of Starbucks is perhaps one of the best-known company logos in the world. No surprise since the company has expanded from a single store in 1971 to almost 6,000 stores in 30 countries worldwide. In fact, Starbucks opens multiple new stores daily and it is estimated that over 19 million people stop to enjoy a Starbucks coffee drink each week.

Wine

While Greater Seattle's coffeehouses can be found in all corners of the globe, the region is also making a name for itself with its increasing production of fine wines. The state boasts 17.4

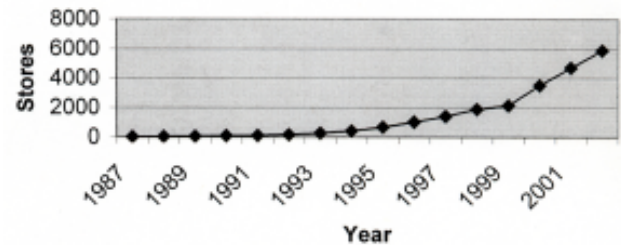
Washington's Top 5 Wine Export Markets

1. Canada
2. United Kingdom
3. Japan
4. Switzerland
5. Hong Kong

hours of sunlight during peak growing season, warm temperatures during the day, cool nights and high quality soils, all of which make for optimal growing conditions for wine grapes. In 2002, there were over 200 wineries in Washington, which produced a combined 13.25 million gallons, or 5.3 million cases of wine. The industry contributes \$2.4 billion annually to the state's economy, accounting for 11,250 jobs, or \$350.2 million in wages. Washington wines have also earned acclaim for their high quality, receiving consistently high marks from wine

judges. The state was dubbed "wine region of the year" in 2001 by *Wine Enthusiast* magazine, and Washington wines are becoming a popular export for the state, with approximately 9% of sales

Starbucks Expansion



going overseas to markets such as Canada, the UK, Japan, Switzerland and Hong Kong.

Beer

Along with top quality wines, Washington State is also one of the leading producers of hops in the world. Washington hops account for 77% of U.S. output and almost 20% of world output. Over two-thirds of hops grown in the state are shipped abroad to brewers in countries such as Mexico, Canada, Belgium, Luxembourg, Germany and Brazil. Hop export revenue was nearly \$100 million dollars in 2002. A strong hops industry has also contributed to Greater Seattle's rise as a center for the craft brew industry. According to the Institute for Brewing Studies, the Puget Sound region produces more craft beer than anywhere in the United States. Of all beer consumed in the U.S., approximately 3% is craft beer, but in Washington State, 8-10% of beer consumed is craft beer. Well-known breweries found in the Greater Seattle region include Redhook Brewery and Pyramid Brewing Company.

And More!

In addition to the strong coffee, wine and beer industries in the state, Washington is home to numerous soft drink, juice and bottled water companies. Washington's famous apples have

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Beverage, continued from page 2

contributed to the success of companies such as Tree Top and Hi-Country Foods Corporation, both located in Selah, Washington. Each company focuses their business on apple juice production, but they also produce many different drinks such as natural and flavored spring waters, teas and a wide assortment of fruit blends.

Washington State also boasts a number of innovative soft drink companies. Jones Soda Company was founded in 1995 and produces a long line of thirst quenching sodas. Jones produces a large assortment of flavors ranging from standards like Root Beer and Vanilla Cola, to creative flavors such as Blue Bubble Gum, Green Apple, Purple Carrot and Fu Cran Fu. And if those aren't enough, the company also sells energy drinks and energy shots. Joining Jones, Thomas Kemper Soda is another major soft drink company started by the Thomas Kemper Brewing

started the Thomas Kemper Soda Company in 1991. Today, Thomas Kemper is part of the Pyramid Brewing Company and brews six flavors of handcrafted sodas, sold throughout the U.S. and Canada.

In addition to the strong coffee, wine and beer industries in the state, Washington is home to numerous soft drink, juice and bottled water companies.

Sometimes the inner-child in us all craves a tall glass of chilled chocolate milk or other flavored milk drinks. When those cravings hit, you once again need look no further than Washington State. Companies such as Wilcox Farms and the Darigold division of WestFarm Foods produce satisfying milk drink flavors such as Creamy Orange, Vanilla, Strawberry, Chocolate and Mocha Latte. Washington dairies help keep your bones strong and your thirst satisfied in the tastiest of ways.

As home to a plentiful water supply, the state's natural resources have allowed for the growth of companies such as Talking Rain Beverage Company of Preston, Washington. Talking Rain produces spring waters, sparkling waters and other specialty flavored beverages such as VitaRain, a wellness drink with each flavor focused on enhancing various body functions with different vitamins and minerals. The company draws its water from a natural spring located 170 feet below the surface in an aquifer located in the foothills of the Cascade Mountain Range.

With the wide variety of specialty beverages produced in Washington State, there is no excuse for your thirst to go unsatisfied. Whether you are drinking a Starbucks latte in Beijing, sipping Washington wine in Tokyo, or drinking a beer made with Washington hops in Munich, Washington has a specialty beverage for you.

New Specialty Beverages Brochure!

The Trade Alliance has produced a new specialty beverages brochure highlighting the breadth and depth of this innovative and vibrant sector of Greater Seattle's economy. Researched and written by **Tim Cook**, this brochure is part of a series of sector brochures the Trade Alliance has produced on the dynamic industries of the Greater Seattle area. They are all available in the "Greater Seattle Industries" section of our web site at www.seattletradealliance.com. If you would like a hard copy of the Specialty Beverages brochure draft or one of these other sectors, please call at 206-389-7301.

Company in 1990 during its annual Oktoberfest celebrations. The brewing company originally made small batches of root beer for the children and non-beer drinkers who attended the festivities. It became so popular that the company

and the Dublin Docklands Development Authority. In Northern Ireland, our region was remembered and repeatedly thanked for previous business delegations from Greater Seattle that visited there during the beginning stages of the peace process.

The island of Ireland offers valuable insights into what it takes to lift an economy from the bottom to the top. With a population similar in size to Washington State--just under 6 million--the island has seen an amazing transformation from the poorest region of Europe in the 1970s with high unemployment and lack of modern industries to today a thriving fast growing



Port of Tacoma Commissioner Constance Bacon and Port of Seattle Commissioner Paige Miller after giving a delegation gift to Cllr. Chris McGimpsey, Chairman of Economic Development in Belfast. The gift was a Crystal Bouquet—real flowers laid between two pieces of glass—made in Arlington, Washington.

economic miracle. The economy is now centered on the high tech sector. Now Ireland is the fastest growing economy in the EU and is entering its seventh consecutive year of economic growth. Meanwhile Northern Ireland has enjoyed the fastest growing segment of the UK economy during the 1990s, and economists predict that trend will continue.

The delegation learned that this “Celtic Tiger” phenomenon has been supported by an impressive agency called Forfás, Ireland’s National Policy and Advisory Board for



Meeting with the Department of Foreign Affairs in the Iveagh House (former residence of the Guinness family).

Enterprise, Trade, Science, Technology and Innovation. This is all coordinated under one roof. One component of Forfás is Enterprise Ireland. It is responsible for assisting home-grown industries and commits \$250 million and 1,000 people to its work. Another component of Forfás is Science Foundation Ireland. Its mission is to enhance Ireland as a center for science and research and works extensively with universities. It is spending millions to develop high technology clusters and to allow universities to hire science faculty from around the world. The delegation was impressed by the commitment to economic development with the money and personnel to make it happen in a country the size of our region. Keeping up the peace process at the same time only adds to the complexity of their task.

Overall our delegation was successful in its objectives for the mission, which included assessing the regional economies, providing networking and individual meetings, and promoting our region. Initial follow-up items from the mission include plans for official visits to Seattle by Lisburn, Derry and the Northwest Region and Galway. In addition, the University of Washington will have exchanges with Trinity College Dublin and Queen’s University.

If you are interested in being involved in future business events on Ireland and Northern Ireland, please contact Lili Hein at 206-389-7227 or lilih@seattlechamber.com.

Introducing Hungary

A delegation from Greater Seattle is planning to travel to Budapest and Pécs after this spring's International Study Mission to Munich. Katalin Pearman of the Hungarian American Association of Washington provides a short history of Hungary and profiles of Budapest and Pécs.

Location, location, location!

If that's true for a house, a hotel or a business, why not a country? Hungary is located smack in the middle of Europe, east of Austria and south of Slovakia and the Czech Republic. Only hours from Vienna, Prague and the Adriatic coast, it's a wonderful central point for any trip – business or pleasure.

Hungarians are very friendly and hospitable, and more and more people speak English – Hungarians have always found it necessary to

learn foreign languages, being 'blessed' with a very unique language not spoken anywhere else – it's neither a Romance, Slavic, or Germanic language. Travel to Hungary is very easy – US citizens do not even need a visa – and you'll feel very comfortable with the world-class airport, hotels and restaurants.

The country is a wonderful combination of different and familiar things, equally suited for more adventurous travelers who like to experience different places and food, or for those who prefer a known entity, like a Hyatt, Four Seasons, KFC or McDonald's (the one next to the Western train station is the fanciest McDonald's you've ever seen). Hungary is a safe place. It has great public transportation including an extensive underground system. Although it is a small country, smaller than Washington State, it is packed with an incredible amount of history and culture. Countrywide it boasts sites that are not only natural or national treasures, but are also recognized as part of World Heritage.

History 101, or 'Squeezing 1100 years of History into 500 words'

Being in such a central location has not always been advantageous – over its 1100-year-history Hungary has been attacked, invaded, annexed, divided and controlled by other nations or powers more times than it cares to remember. Incredibly prosperous times – when the country encompassed a large part of Europe – took turns with tragic periods.

The first 'Magyar' tribes founded Hungary in 896, and the first Western-type Christian state was established by King (Saint) Stephen I in the year 1001. After the devastating Mongol invasion in 1241-1242 the country had to be completely rebuilt. Charles Robert I in the 14th century

Republic of Hungary – At a glance

Government: Single-chamber parliament, 386 MPs, elections every 4 years, President, Prime Minister

Population: 11 million (97.7% Hungarian, 2.3% national minorities)

Currency: Forint (=100 fillér) – Currently 1 US\$ = 220 HUF

Capital: Budapest

Major cities: Debrecen, Miskolc, Szeged, Gyôr, Pécs

Religions: Catholic (60%), Protestant (30%), misc. (10%)

Climate: Continental – hot summers, cold winters

Main trade partners: Germany, Austria, Italy, France, USA (the American Chamber of Commerce in Budapest has over 600 members)

Major exports: Machinery and equipment, metal products, furniture, vegetable and fruit, crude oil products, plastics, pharmaceuticals, clothing, paper, organic chemical products, iron, steel, leather products

Major imports: Machinery and equipment, natural and artificial gas, crude oil, metal products, textiles, iron, steel, medicine, plastic raw material, chemicals

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New members of the Trade Alliance

Zell Goldberg & Co. is the Israeli affiliate of the FANDZ International Law Group which has offices in Tel Aviv, Jerusalem and Seattle. Zell, Goldberg provides clients with legal support in a variety of legal disciplines, including corporate finance, venture capital, high-tech acquisitions and investments, and international trade regulation.

Vox Technologies, located in Mill Creek, Washington, provides the latest advanced distributed speech recognition software. The software is designed for mobile wireless devices and network data services and enables speech recognition in small wireless devices (cell phones) and larger vocabulary speech recognition server solutions (dictation based transcription systems).

Graham & Dunn PC is a Seattle based law firm that is nationally recognized. In business for over 100 years, Graham and Dunn have been committed to a tradition of high caliber legal service by finding creative solutions and providing prompt results.

Philips Medical Systems – Heartstream is the global leader in innovative defibrillation technology. Philips offers a full range of defibrillators to help improve survival outcomes wherever and whenever sudden cardiac arrest occurs. The defibrillators are designed, tested, and manufactured to the highest levels of quality and performance.

For more information, or to establish your company's membership, contact "A" Boungjaktha, (206) 389-7289, neepapornb@seattlechamber.com

MEMBER

The Trade Alliance welcomes companies to join our membership. Nearly 100 members. For an annual fee of

- * be included in our data bank according to your specific geographic and business interests.
- * be informed about international business visitors and opportunities to participate in outbound trade missions to targeted international markets via our "matchmaker" program.
- * receive reduced rates for Trade Alliance programs and marketing materials.
- * be featured on the Seattle Business Directory and Business Trip Guide on the Trade Alliance's web site.

Thank you to our contributors

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ERSHIP

Companies and organizations

by 200 firms are currently

for \$150 your company will:

* be asked to serve on ad hoc committees concerning Trade Alliance policy and planning;

* receive our quarterly newsletter and other regular mailings.

* receive free and automatic linkage from our Internet site to yours.

For more information, or to establish your company's membership, contact "A" Boungjaktha, (206) 389-7289, neepapornb@seattlechamber.com

Current patron members!

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Regal Financial Bank

Rowley Enterprises, Inc.

Sheraton Seattle Hotel

& Towers

Starbucks Coffee Company

US Bank

Waggener Edstrom

Washington First International

Bank

Washington Mutual, Inc.

Wells Fargo HSBC Trade Bank

Westin Hotel

William Kastner & Gibbs PLLC

More New members of the Trade Alliance

Located in the United Kingdom, **Lion Trading Company** is an import/export company that helps SME's, (small and medium sized enterprises) from both the US and the UK break into new export markets. They offer both sourcing and distribution capabilities in the UK and the Northwest with assistance in costs, freight forwarding, clearance of customs and distribution of products in new export markets.

The Trade Alliance thanks the following who have renewed their memberships since May

5+ Years with the Trade Alliance

Boeing Company

Fedex Trade Networks

Golden Bridge International

Jones & Jones Architects and Landscape Architects, Ltd.

Microsoft Corporation

Pryde Corporation

Seattle Community College District VI

Sheraton Seattle Hotel & Towers

Swedish Health Services, International Patient Services

TDA, Inc.

US Bank

Washington First International Bank

1 - 4 Years with the Trade Alliance

China Pacific Group, Inc.

The Commerce Bank

Consulate General of the Republic of Korea

Starbucks Coffee Company

initiated the first Central European political and economic alliance. King Matthias' reign from 1443 to 1490 marked the golden age of medieval Hungary. In the early 16th century the Ottoman Empire, as part of its campaign in Europe, invaded and subsequently occupied Hungary for 150 years.

The Habsburg dynasty remained on the Hungarian throne for almost four centuries, and treated Hungary as a province of Austria, resulting in a series of uprisings over the centuries. In the 19th century, as part of the Austro-Hungarian Monarchy, the country experienced an extended period of economic and cultural prosperity.

The "happy decades of peace" came to an end

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with the two World Wars, in both of which Hungary suffered heavy losses. The Versailles Peace Treaty of 1920, dictated by the Entente powers, deprived Hungary of two-thirds of its former territory and over half of its population; over three million Hungarians became national minorities under the authority of expanded neighboring states.

In 1945, the Yalta Conference assigned the devastated country to the Soviet sphere of influence. The 'liberating' Soviet troops remained in the country, and in 1948 a Soviet-type dictatorship was introduced. The revolution of 1956 was crushed by Soviet tanks, followed by the communist party's retaliation. During this time many Hungarians fled the country and settled around the world, many of them in the US.

In the early 60's the regime eased the oppression, introduced economic reforms, allowed travel, and Hungary became relatively free and prosperous compared to other

Budapest

Hungary's capital, Budapest [pronounced Boo-dah-pesht], is a flourishing city of 2 million people, often referred to as the "Paris of Central Europe" or the "Pearl of the Danube". Roman ruins dated back to the 3rd century, mosques and spas reflecting Turkish domination 500 years ago, small medieval churches and splendid basilicas, ruins of hilltop forts, magnificent palaces and modern new shopping centers bear witness to an eventful history. The Danube separates the hilly, mostly residential Buda side and the flat Pest side that is the business and commercial center. Eight bridges span the river, providing connection between the two sides (and a spectacular view). The Royal Castle of Buda and the historic Castle District dominate the Buda side. The impressive Parliament building along the Danube, St. Stephen's Basilica, the Opera House, Heroes' Square with its monuments and museums, Vajdahunyad Castle, the Synagogue (the largest in Europe) are the most famous buildings on the Pest side, but even just the 'plain' residential buildings have beautiful architectural details. Budapest has always been a center for world-class music (Béla Bartók, Zoltán Kodály and Franz Liszt were Hungarian), and also has a very active theater and dance scene. If you have a chance to catch a folk-dance performance, you'll experience the 'spirit' of Hungary. Another claim to fame is the abundance of mineral water springs, providing a cure for many ailments, whether in a thermal bath or a luxury spa hotel. Last but not least, one has to mention the world-famous Hungarian wines and food, whether you enjoy it at a fancy restaurant, neighborhood pub or a historic café. Shopping for hand-painted porcelain, glassware, embroidery, lace and various folk craft articles provide travelers with great souvenirs.

Hungary, continued from page 8

'communist' countries. By the mid-1980's the socialist economic system's failure was obvious, and Hungary regained its independence (this time in a peaceful change of regime).

It replaced central planning with market economy, and single-party dictatorship with multi-party democracy. Being a small nation and

Seattle's Sister City - Pécs

With 180,000 inhabitants, Pécs [pronounced Pay-tch] is the administrative center of Baranya County. Its large university, founded in 1367, is the fifth-oldest in Europe. Its four-spired Romanesque cathedral, founded in the 11th century by King Stephen I, is one of Hungary's most valuable medieval monuments. Its industries include the famous Zsolnay porcelain works, wine-making, brewing, and leather products. The fine arts are of high priority: an internationally known ballet company, symphony, opera and theater companies, many museums and beautifully restored architecture.

Pécs is located on the southern slopes of the Mecsek Hills, about 2 1/2 hours by train from Budapest. It enjoys a mild, Mediterranean-like climate with over 200 days of sunshine per year. Pécs is also in the vicinity of Villány, a historic Hungarian Wine Region, with many excellent vintners, wine cellars and distributors. Nearby is a famous health-spa of Hungary: Harkány. No wonder Pécs is one of the most popular tourist destinations in Hungary.

Pécs Info provided by Maria Kramar, President, Seattle-Pécs Sister City Association.

having very few natural resources but a highly skilled and educated workforce, Hungary has always depended on and valued trade.

Hungary has been working overtime to re-establish itself as a full-fledged European nation. It was admitted as a member of NATO in 1999, and will officially become a member of the European Union on May 1, 2004.

Everywhere You Want to Go

Trade Alliance Organizes Program on Visas

Greater Seattle is one of the most trade dependent regions in the country. With one in three jobs dependent on trade, Greater Seattle's prosperity is tied to the global economy. Everything from our small business exporters to Microsoft to non-profits such as World Vision and the Gates Foundation are tied to the international economy.

The many educational institutions in the area, from the University of Washington to the community colleges, attract students who contribute more than \$200 million annually to the region's economy. Since educational exchanges and tourism are such important aspects of Greater Seattle's international trade picture, the recent changes in policies of obtaining tourist and business visas greatly affect the region. From the supplemental application forms required to decide about applicants' eligibility to authorization forms from sponsoring institutions, obtaining a visa for work or school in the U.S. has become more difficult.

Because of this, the Trade Alliance has organized a discussion on the visas required for entering the U.S. Members of Greater Seattle's business, legal and education communities will join us to speak about these changes and how they will affect business.

After hearing the panelists present their knowledge about the visa changes, there will be time for discussion and question and answer.

November 12, 2003 - 7:30-9:30 a.m.

Offices of the Greater Seattle Chamber

1301 5th Avenue, Suite 2400, Downtown Seattle
\$8- members pre-paid, \$12 non-members prepaid,
\$15 at the door

*For more information, contact Missy Gleckel at
206-389-7319 or by email at
missyg@seattlechamber.com*

Company Profile: Prater Writes

A Patron Member of the Trade Alliance

PraterWrites Turns Information Into Solutions

After a long career in corporate America, one thing became very clear to Sandy Prater: everyone can write, but few can write effectively. She — and perhaps you — endured:

- Boring, time-wasting presentations
- Dull, badly structured proposals and business plans
- Same-as-usual training and reference manuals
- Vague sales literature
- Hard-to-use intranet and Internet sites

Today, business leaders turn to PraterWrites when their in-house creative people are overwhelmed and need extra talent to meet

Her impressive client list includes Fortune 500 companies, startup businesses and nonprofit agencies located throughout the world.

deadlines. They turn to PraterWrites when their staff doesn't have the type of skills and experience they need for a special project. They turn to PraterWrites when they need professional communication services including:

- Writing proposals and business plans
- Developing websites
- Creating marketing communications
- Researching and writing white papers
- Writing and art directing newsletters and brochures
- Organizing presentations
- Preparing direct mail materials
- Developing and implementing communication strategies
- Writing video scripts and voicemail news scripts

- Developing training and reference manuals
- Creating digital employee newsletters
- Teaching business writing classes.

Sandy Prater is a communication consultant and principal of PraterWrites, which she started in 1993. Before starting PraterWrites she worked for



a large regional bank, a small communications consulting company, a mid-sized engineering firm, and a telecommunications giant. Prater gained valuable writing, editing and editorial skills while working as writer, editor, grantmaker, marketing manager, special events coordinator and business development manager for businesses of all sizes.

Her impressive client list includes Fortune 500 companies, startup businesses and nonprofit agencies located throughout the world. Projects have been as small as writing collection letters for a wireless communications company and as large as handling international public relations for a new-model marketing company.

Prater is an award-winning writer, editor and communication consultant who is expert in the art of effective communications. PraterWrites creates a full array of communication products for a diverse client base — and does it on time, on budget and on target.

You have the information. PraterWrites has the communication solutions.

See www.praterwrites.com or call 425-883-4725 for more information.

Greater Seattle International News

Seattle in Top Five for Software Jobs

Greater Seattle ranks fifth among U.S. metropolitan areas for number of software jobs as percentage of the total population according to a recent study. The Software and Information Industry Association analyzed metropolitan areas on number of people employed as computer programmers, software engineers, computer scientists, systems analysts, database administrators, network administrators and support specialists. The top five metropolitan areas are:

1. Boulder, Colorado
2. San Jose, California
3. Washington, D.C.
4. San Francisco, California
5. Seattle, Washington

Using the Brain to Study the Brain

Paul Allen, one of the co-founders of Microsoft, is creating an institute in Seattle to study the brain. The Allen Institute for Brain Science will be a resource for neuroscientists around the world. The Allen Brain Atlas project, named for its founder Paul G. Allen, will combine the disciplines of neuroanatomy and genomics to create the most comprehensive map of the brain at the cellular level, illustrating the functional anatomy of the brain through a collection of gene expression maps, brain circuits and cell locations. Allen has committed an initial \$100 million in seed money for the Institute. According to the Paul Allen web site, "The Allen Brain Atlas will be the cornerstone of 21st century brain science. Researchers around the world will leverage information from the Brain Atlas to gain insights into some of the most profound and challenging questions facing science in this century."

Discovering Our Genes

Regulome Corp., a Seattle-based genetics research company founded in 2001, said it will get a \$5.3 million grant to help better understand the human genome. Regulome's grant was among the first in a three-year, \$36 million "scientific reconnaissance mission" aimed at discovering all parts of the human genome crucial to biological function, according to the National Human Genome Research Institute. The grant comes from the NHGRI's Encode project, which aims to lay the foundation for the next phase of the Human Genome Project. Regulome said it will collaborate with University of Washington researchers in a pilot project designed to locate and analyze genetic sequences in about 30 million DNA base pairs, or about 1 percent of the human genome. If the pilot proves successful, the project could be expanded to cover the entire genome. Now that the genome has been sequenced, researchers hope to find the best ways to use the information.

UW Receives \$6.5 m for Research Center

The National Institutes of Health (NIH) and the Muscular Dystrophy Association (MDA) will create centers of excellence for muscular dystrophy research in three U.S. Institutions. The University of Washington will be one of those three. The other two are the University of Rochester in New York and the University of Pittsburgh.

All three centers will receive up to \$6.5 million in federal funding in the form of \$1 million per year for five years through NIH and up to \$500,000 per year from the MDA for three years. The centers are designed to act as collaborative hubs of research and will maintain partnerships with other institutions — the Fred Hutchinson Cancer Research Center, in the University of Washington's case.



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The Trade Development Alliance of Greater Seattle is a partnership of the **City of Seattle, Port of Seattle, Port of Tacoma, City of Everett, Metropolitan King County Government, Snohomish County, organized labor** and the **Greater Seattle Chamber of Commerce**. The Trade Alliance is dedicated to promoting this region as one of North America's premier international gateways and commercial centers. Through cooperative efforts, this coalition of public and private-sector organizations will enlist its members' unique and diverse resources to accomplish this goal.

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